

I- 405 Sepulveda Pass Improvements Project

# Carmageddon

I-405 Freeway Closure  
July 16-17, 2011

The Biggest Freeway Closure in the Car Capital of the World

A Brief Case Study

Tamie McGowen

Assistant Director

Caltrans Public Affairs

# Video Presentation



*“Carmageddon”*  
(81,597 views on YouTube)

# Challenge: Public Outreach

*Closing one of the nation's busiest freeways  
with a \$100K public outreach budget*



# Public Outreach Campaign

I-405: Countdown to the Closure

**“Plan Ahead, Avoid the  
Area, or Stay Home”**

# Saturation Outreach Strategies

## **First Phase Roll-out: 7½ weeks**

- Networking with media and social media.
- Briefing sessions to key stakeholder groups.
- Establish contact to those with vested interests.

## **Second Phase Roll-out: 6½ weeks**

- Posting of detour and alternate route maps.
- Weekly bulletins issued to all vested interests.
- Commenced print and online advertising.
- Press conferences.

## **Third Phase Roll-out: 2-3 weeks**

- Commence radio advertisement.
- Daily system-wide alerts/CMS.
- 24-hour updates and hotline information.
- Schedule PIOs from different agencies for 24-hour Unified Command Center coverage.
  - 480 media calls in 2 weeks.
  - Interviews every few minutes 2 days before closure.
  - Zero media inquiries turned down.



# Media Outreach

The first thing is create a Communication Plan and do not veer from the script.

## Tactics

- 4 interagency news conferences.
- 8 news releases (distributed statewide and nationally).
- Online press room.
- Social media: blogs, Live Chats, Twitter, Facebook, Nixle.
- 3 public service announcements.
- 24/7 media interview availability.
- “Camp Carmageddon” media staging area.



# Public Service Announcements

- Public Service Announcements
  - Metro
  - Erik Estrada
  - LA City mayor Antonio Villaraigosa

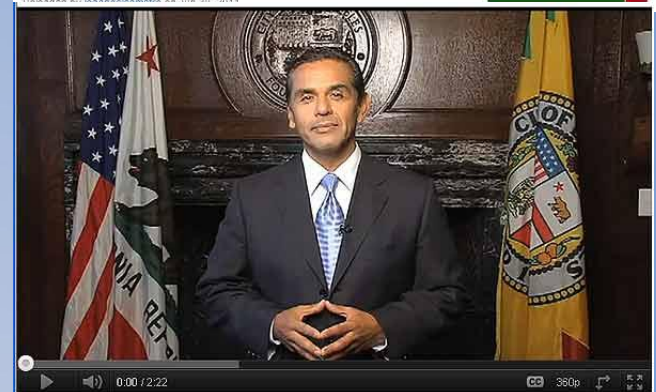
I-405 Closure w/Erik Estrada PSA (English)

losangelesmetro 255 videos Subscribe



Like Add to Share

46,402



# Celebrity Tweets



**tomhanks** Tom Hanks

This weekend, LA! Avoid Carmageddon, Gas-zilla, 405-enstein, Grid-lock-apalooza! STAY HOME. Eat & shop local! Hanx

12 Jul



**aplusk** ashton kutcher

LAPD askd me 2tweet: 405fwy btwn 10 & 101 will b closed July16-17. In xchange I would like a free pass on that stoplight tickt IT WAS YELLOW

30 Jun



**RyanSeacrest** Ryan Seacrest

Wait, what!? There's stuff to do in LA that doesn't require a car? [#nobodywalksinla](http://on.fb.me/qeAOPF) <http://on.fb.me/qeAOPF> [#carmageddon](http://on.fb.me/qeAOPF)

15 Jul



**ConanOBrien** Conan O'Brien

The LAPD asked me to warn you to avoid the 405 Fwy on July 16 & 17, or else the red light photo of me driving in a satin slip goes viral.

8 Jul



# Live Web Chat

- Targeted online news audience.
- Featured two agency executives.
- Covered by mainstream media.



## Metro Interactive Chat

Latest Live Chat Transcripts are Now Available

---

### Topic - I-405: Countdown to the Closure July 16-17

In anticipation of the planned 53-hour closure of the I-405 freeway between the I-10 and U.S. 101 for demolition work on the Mulholland Bridge, Metro will hold an interactive Live Chat on Wednesday, June 29.

Please join our special guests to discuss the logistics of this event.



Guest - Doug Failing

I'm Doug Failing, Metro's Executive Director of Highway Projects. Until 2000,



Guest - Krishniah Murthy

Good afternoon. I'm Krishniah Murthy, Executive Director of Transit Project

# Private Sector Outreach

**6.6 million:** Number of impressions Facebook estimated its free ad for I-405 Facebook page would generate.

**5,234:** Number of visitors to AAA web page with information on I-405 closure.

**\$405:** Cost of helicopter tour.

**405:** Number of Twitter postings the tourism bureau sent during closure weekend and the nine days before.

**53:** Number of things to do during the 53-hour closure, posted by the County Supervisor.

**\$10:** Cost of the discounted weekend pass Metrolink offered during demolition weekend.

**\$4:** Cost of JetBlue fares between Burbank and Long Beach which sold out (bike race against an airplane from Burbank to Long Beach.)



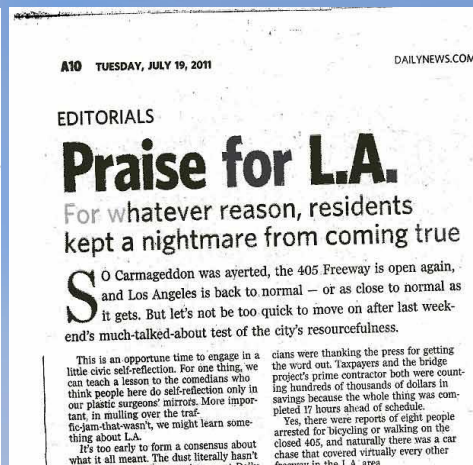
# Camp Carmageddon





# Public Outreach Success

International media coverage calculated at \$50 million in advertising equivalency



# Conclusion

- Car-free weekend – L.A. loved it!
- Time to rediscover your community.



Carmageddon = Fun Without Driving



# Video Presentation



*“Baby Boom”*